

# **MP govt's helicopter service plan to boost tourism, connectivity**

In a landmark initiative to strengthen tourism and regional connectivity, the Madhya Pradesh government has approved a helicopter service plan covering three strategic sectors across the state.

Designed under a Public-Private Partnership (PPP) model, the project will link key cultural, religious, wildlife, and commercial destinations, making Madhya Pradesh one of the first Indian states to adopt such a comprehensive aviation-based tourism strategy, Urban Development Minister and state spokesperson Kailash Vijayvargiya announced after a cabinet meeting on Tuesday.

## **The Three Sectors**

- **Sector 1 – Indore & Western Circuit**  
Indore, Ujjain, Omkareshwar, Mandu, Maheshwar, Gandhi Sagar, Mandsaur, Neemuch, Khandwa, Ratlam, Barwani, Rajpur, and Bhopal.  
Focus: Pilgrimage sites, riverfront heritage towns, and cultural landmarks.
- **Sector 2 – Bhopal & Central Circuit**  
Bhopal, Pachmarhi, Tamia, Chhindwara, Sanchi, Datia, Gwalior, Shivpuri, Orchha, Guna, and Rajgarh.  
Focus: Heritage, religious tourism, and natural hill stations.
- **Sector 3 – Jabalpur & Eastern Circuit**  
Jabalpur, Kanha National Park, Panna, Khajuraho, Amarkantak, Rewa, Satna, and surrounding eco-tourism zones, with Bhopal and Indore as hubs.  
Focus: Wildlife tourism, tiger reserves, and UNESCO heritage sites.

## **Indore at the Core**

Indore features prominently across all three circuits and is being positioned as the aviation and commercial hub of Central India. With existing helicopter operations already in place, the expansion is expected to catalyse both tourism and business travel.

## Economic & Cultural Impact

Officials say the helicopter tourism model will:

- Cut travel time and improve last-mile connectivity.
- Boost tourism footfall, particularly for pilgrimage, heritage, and eco-tourism.
- Stimulate local economies in remote and underserved regions.
- Promote private sector innovation through the PPP model, ensuring efficiency and affordability.

“This initiative reflects Madhya Pradesh’s broader vision of integrating aviation into development,” Vijayvargiya said. “By making iconic destinations more accessible, the state is set to attract domestic and global tourists while opening new opportunities for regional growth.”

The rollout is expected to begin soon, with stakeholders anticipating a surge in both tourism and commercial engagement across the state’s diverse landscape.